

The Hermiston Herald

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**OREGON NEWSPAPER
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UMATILLA NEWS

By Mrs. Glenn Ostrom

Mr. and Mrs. Roy Justison left Saturday for the mountains near John Day where they will spend a week deer hunting.

Mr. and Mrs. Al Lavender and son of Longview spent Wednesday to Friday visiting her parents, Mr. and Mrs. John Mustard. Margie Mustard, who has been visiting at the home of her sister, accompanied them and remained at the home of her parents.

Lyle Brown spent the latter part of last week in La Grande.

V. D. Bramer, who has been employed in a logging camp near Kinzua, returned home Friday.

Mrs. Therasa Bullard of Portland is here visiting at the home of her son and family, Mr. and Mrs. Walter Bullard and family.

Mr. and Mrs. Joe Springer and Mr. and Mrs. Fred Knudson attended the funeral of Mrs. Eleanor Mahoney at Pendleton Thursday. Mrs. Mahoney formerly owned and operated the Umatilla Drug store.

Mr. and Mrs. Frank Clark spent Thursday in Walla Walla at the Art Trout home.

Misses Sara Rix and Ina Gilbert accompanied Mr. Cochran to Portland where they spent the week end.

Many Umatilla people attended the auction in Hermiston last Wednesday.

Mrs. Effie Jarvis, who has owned the Columbia Cafe for several years, has sold out to a Mr. Williamson of Walla Walla.

Mr. and Mrs. Rod. Kring and daughter spent the week end in Portland visiting her parents. Mr. and Mrs. Al Darr.

Mr. and Mrs. Ken Baymiller are building a service station building by their confectionery. Mr. Baymiller and Clyde Caldwell are going the carpenter work. They have had gas pump for the last two months.

Mr. and Mrs. Ervin Fowler of Sunnyside spent Sunday and Monday visiting at the Harry Grafmuer

home.

Mr. and Mrs. Vivien Martin returned to their home in Toledo last week after visiting several days at the home of his parents, Mr. and Mrs. Harry Grammer.

Mr. and Mrs. William Conlon spent Sunday in Pendleton visiting at the home of his brother.

Mr. and Mrs. H. B. Hull left Sunday for a week's visit in Portland, where they will visit her sisters, and in Seattle where they will visit his brother, Vern Hull and family.

Naomi Brownell is working in the Red & White store during Mr. Hull's absence for a week.

Mr. and Mrs. Ralph Solkeld and daughters spent Tuesday in Pendleton.

Mr. and Mrs. Alec Rau and sons spent the week end visiting in Portland, visiting her mother who is quite ill. John Mustard acted as foreman for Rau while he was away.

BOARDMAN NEWS

By Ruth Fisher

Mrs. Franke Kunze, Mrs. I. Skoubo and Mrs. Andrea returned from Portland Thursday.

A dance is to be held in the high school gymnasium October 14, sponsored by the seniors.

A dance was held in the Grange hall for the juvenile Grangers Thursday.

Mrs. A. Baker and son Willard are driving to La Grande Wednesday. They are to be accompanied by Mrs. Kitz and Mrs. Fisher.

Mr. and Mrs. Almon Geiss returned home Thursday. Mr. Geiss has been doing lookout work at Mt. Harris.

Mr. and Mrs. Ekker and family have moved onto the Cox place.

A group of FFA boys, Russell De Mauro, Albin Sundsten, Roy Partlow and Bob Miles, motored to Portland Friday for the stock show. Mr. and Mrs. Elmer Sullivan and family accompanied them.

Miss Esther McGrew, Miss Elea-

nor Tilden, Dale Russell, Albert Partlow and Melvin Nickerson motored to Portland Friday where they will take in the stock show. They returned Sunday.

Mrs. George Corvin has been confined to her home with a severe attack of sore throat.

NOTABLE ADVANCES ANNOUNCED ON ALL FORD CARS FOR 1940

Enriched by refinements made possible by the manufacture under a single unified management of five cars which virtually bracket the motor car market, the Ford V-8 and the deluxe Ford V-8 cars for 1940, announced today, present notable advances in styling, comfort, convenience and safety.

The new cars are big, substantial and powerful in appearance. Body lines are pleasingly streamlined. Front end designs are distinctively modern, with low radiator grilles, long hoods and deeply rounded fenders. The trimly tailored interiors are big and roomy, with plenty of seat room, leg room, elbow room and shoulder room.

Two V-8 engines are available, an 85 horsepower engine in the Ford V-8 and the deluxe Ford V-8, with

a 60 horsepower engine optional in the Ford V-8.

Four Ford V-8 and five deluxe body types comprise the two lines. A new business coupe as well as a Ford sedan, Tudor sedan and coupe are available in both. There is also a deluxe convertible club coupe with automatic top as standard equipment. Three color choices are available in the Ford V-8, six in the deluxe line.

An important new feature of the cars is a finger-tip gearshift mounted on the steering column under the two-spoke steering wheel. This provides increased room for driver and passengers in the front compartment. There is also a new controlled ventilation system. New Sealed-Beam headlamps are used on all types, providing greatly increased driving vision at night.

On the 85 horsepower cars, an improved spring suspension with a longer, more flexible front spring, and a torsion bar ride-stabilizer provide an exceptionally comfortable steady ride. The ride-stabilizer also contributes to firmer, easier steering. Front and rear springs of deluxe cars are equipped with metal covers. Large double-acting hydraulic shock absorbers with self-sealing construction are fitted on all cars.

American Express Travelers Cheques

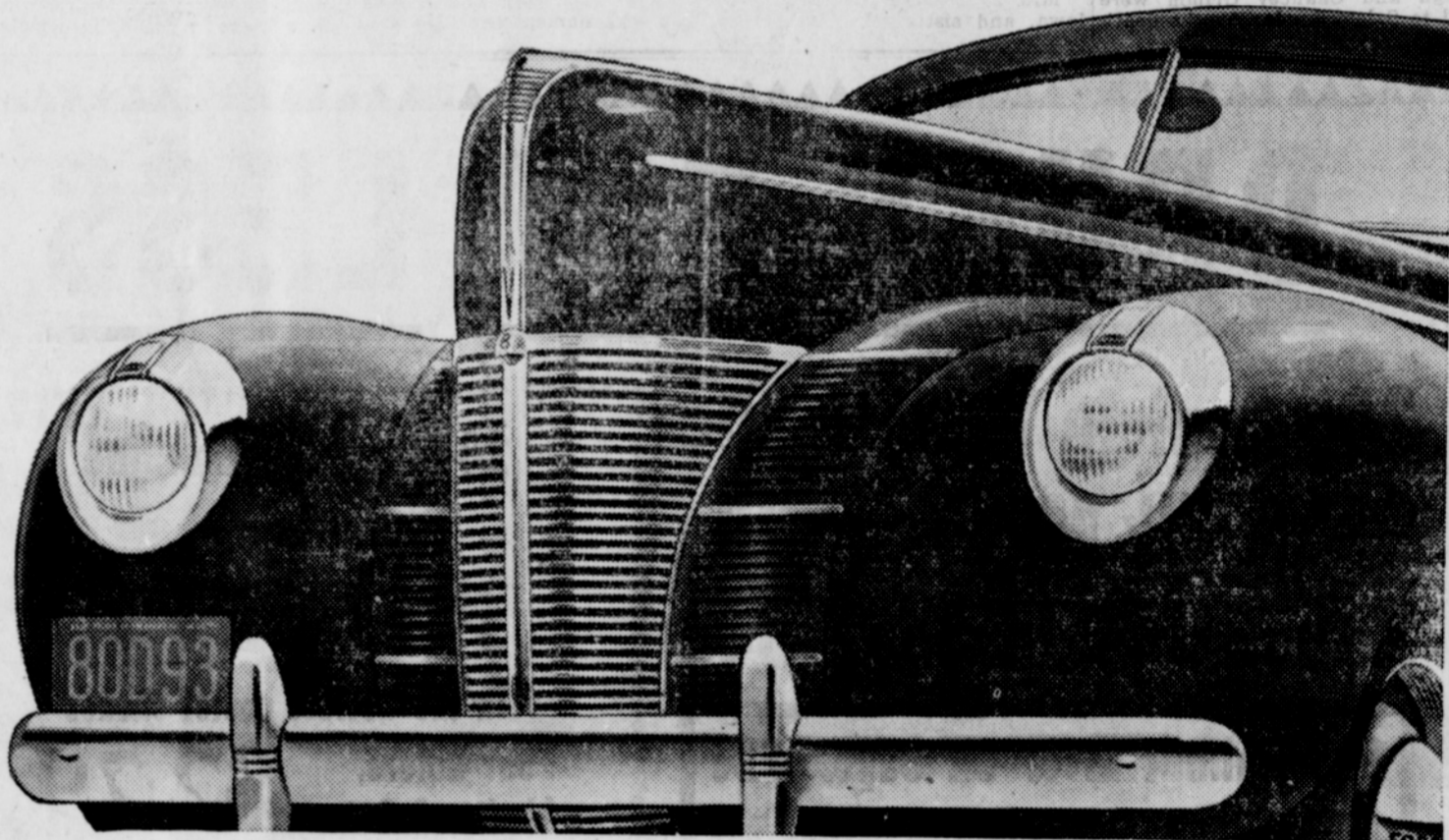
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Announcing THE NEW FORD CARS FOR 1940



22 important improvements, added to fundamental Ford features, represent the most advanced engineering in the low-price field

WHAT do the Ford cars for 1940 offer to match their brilliant new beauty? New comfort, convenience, quiet, safety—and the roomiest, richest interiors ever designed for a Ford car.

They have a host of interesting new features. Finger-Tip Gearshift on the steering post. An improved transmission, unusually easy to shift. New Controlled Ventilation. Improved shock absorbers. Softer springs, improved spring suspension and a new ride-stabilizer.*

A combination of new features makes the new cars quieter in operation. They have big, powerful hydraulic brakes. They have new Sealed-Beam Headlamps that are safer, stronger and stay bright longer. They have the famous Ford V-8 engine (85 hp in the De Luxe Ford. Choice of 85 or 60 hp in the Ford)—which blends 8-cylinder smoothness with economy.

You've never seen cars with so much performance, style and comfort at such a low price. Get acquainted. You'll enjoy the experience!



ON DISPLAY AT YOUR DEALER'S—HEADQUARTERS FOR NEW FORD V-8 CARS AND TRUCKS, NEW MERCURY 8 AND NEW LINCOLN-ZEPHYR V-12

22 IMPORTANT FORD FEATURES

FOR COMFORT—More room inside. New Controlled Ventilation. New torsion bar ride-stabilizer.* Improved spring suspension.* Self-sealing shock absorbers. Two-way adjustable driver's seat. New-type resilient front seat backs. New "Floating-Edge" Seat Cushions.

FOR CONVENIENCE—New Finger-Tip Gearshift. Engine more accessible. Two-spoke steering wheel.

FOR SAFETY—Sealed-Beam Headlamps. Dual windshield wipers at base of windshield. Larger battery. Battery Condition Indicator on all models.

FOR SILENCE—Improved soundproofing. "Easy-shift" transmission. Curved disc wheels. Improved drums for big Ford hydraulic brakes.

FOR STYLE—New exterior beauty. New interior luxury. New instrument panel. *85-hp models only

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